

**Les Chapeaux Charmant...5.77**  
Hearn's specialized price for these hats of newest fashion is a value so distinctive that at no other store in the city can it command such quality, assortment and modes.

STORE OPEN 9 A. M. to 5 P. M.

**Household Goods**  
May be purchased to best advantage in our enlarged Department, near Restaurant, Third Floor.

# HEARN

Fourteenth Street West of Fifth Avenue

## 18TH GREAT SPRING SALE---SECOND WEEK

### ECONOMIES for EVERYONE

Easter Apparel and New Spring Merchandise

Special Values, Representing Every Department in the Store

SEE OUR FULL PAGE  
FASHION ADVERTISEMENT  
IN GRAVURE SECTION

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### Newest Tricotine Suits To Welcome Eastertide

Suits of navy blue Tricotine are the essence of smart suiting for Springtime. Many new models differing widely in charm and effect, but united in distinction, fine tailoring and moderate price, centre the interest of women and misses on our Suit Department as the ideal place to purchase for Easter.

#### A Youthful Eton Suit for Misses

(Illustrated A)

An intricate pattern of embroidery ornaments front, back and sleeves of the smart little jacket. The collar buttonholes and coat facing are of tan duvetyn in a rich deep shade. Heavy gold novelty buttons fasten the jacket. A satin sash falls in graceful ends over the pleated skirt.

Our regular \$145.00.....**129.00**

#### An Exceptionally Smart Suit for Women

(Illustrated B)

Immense distinction is given this suit by the novel arrangement of vertical and horizontal lines of silk and dull gold embroidery which appear on front and back of the simply tailored coat. A beautifully patterned novelty silk makes a lining of unusual beauty.

Our regular \$129.00.....**115.00**

Other new suits in widest assortments of materials and fashions for women and misses are priced from **29.75 to 145.00**

### Girls' Easter Frocks and Coats

Girlhood's own styles of new youthfulness and Springtime charm are here filling the Girls' Section to overflowing, all moderately priced.

#### Spring Coats

For Girls of 8 to 14

**11.77**

Our regular \$13.94

Useful little coats of navy blue serge or shepherd checks have large round collars of tan silk poplin or inlaid silk collar, and leather belts and smartly cut pockets.

#### Dainty White Dresses

For Girls of 6 to 14

**6.77**

Sheer lawn or voile frocks are prettily trimmed in many new ways. There are white ribbon sashes, tucks, lace and embroidery to make them fluffily lovely for Easter occasions.

Our regular \$7.94

Finer White Dresses to 16.94

#### Spring Coats

For Girls of 8 to 14

**16.82**

Our regular \$18.94

Smart models in sports are full length and show new ideas for youthful wearers. Materials are all wool cloths in navy blue, Pekin blue, reindeer, tan and checks. Yoke styles, narrow leather belts, big collars, some with rolling collar and new pockets.

Finer Coats to 39.94

#### White Georgette Dresses

For Girls of 12 to 16

**20.76**

Our regular \$22.94. Many softly lovely frocks smartly made for the Miss. Twillings of ribbon, fine laces, narrow ruffles and satin sashes make the most charming of Eastertide dresses.

For This Week Only—

### Monogram Stationery

**1.25**

Our regular \$2.50

For this small sum you may order a box of Scotland linen stationery in white or colors; or novelty stationery, with tinted or gilt edges, stamped with two or three letters in any color. The die is hand-cut on steel and is included with the stationery.

Money or check must accompany all orders.

### SPRING SALE SPECIALS

FOR MONDAY AND TUESDAY

#### Women's and Misses' Dresses

Creme de chine, satin and taffeta models—with floral and geometric combinations—fills or knife pleating—new models—navy, black, brown, taupe and Copenhagen—sizes 26 to 46—our regular \$37.75  
Limit—One.....**28.50**

#### Women's and Misses' Spring Coats

New models, with raglan sleeves—half lined with fancy lining—polo cloths, poplins, serges and mixtures—button trimmed—our regular \$41.74  
Limit—Two.....**31.50**

#### Women's Suits

Two smart models, in navy rook or sand, made of serge or gabardine—sizes 26 to 44—our regular \$45.75  
Limit—Two.....**34.50**

#### Serge Skirts

Navy blue, black and hairline stripes—new pockets—button trimmed—gathered hems and detachable belts—our regular \$9.97  
Limit—Two.....**7.50**

#### Fibre Silk Sweaters

Coat and Tuxedo models—plain and fancy weaves—colors are turquoise, peacock, tan, salmon, green and navy—our regular \$16.96  
Limit—Two.....**16.96**

#### Ripple Sweaters

Fancy weaves, bare cuff sleeves—black cords pull through waist, sleeves and neck—American Beauty, peacock, blue, buff, navy and black—our regular \$9.48  
Limit—Two.....**7.50**

#### Voile and Organdie Blouses

Tucked and lace trimmed styles—fine quality—our regular \$5.44  
Limit—Two.....**4.66**

#### Voile Blouses

Various styles—lace embroidery—sleeves—our regular \$2.94  
Limit—Two.....**2.33**

#### Taffeta and Messaline Petticoats

All new shades and colors—also changeable effects—our regular \$3.84  
Limit—Two.....**4.84**

#### Corsets

Sizes 19 to 36—fine coutil—low bust—embroidered tops—our regular \$4.59  
Limit—Two.....**2.66**

#### Trimmed Hats

Next models of the season in dress or tailored style—black and desirable Spring colors—our regular \$9.56  
Limit—Two.....**6.44**

#### Trimmed Hats

New sailor and close fitting hats—also large models—black and colors—our regular \$4.94  
Limit—Two.....**3.87**

#### Untrimmed Hats

New models, in large, small and medium sizes—our regular \$4.47  
Limit—Two.....**4.46**

#### Untrimmed Hats

Smart small shapes and attractive medium size models—our regular \$1.97  
Limit—Two.....**.94**

#### Cherry Wreaths

Our regular 77 cent...  
Limit—Two.....**.60**

#### Men's Raincoats

Double textile—tan, gray and black—one of best makes—all sizes—also Leatherette coats—our regular \$17.50, \$19.50  
Limit—Two.....**14.00**

#### Men's Trousers

Blue or worsted finish—serge—stripes and checks—well made—all sizes 30 to 36—our regular \$5.95  
Limit—2 Pairs.....**4.44**

#### Men's Silk Stripe Shirts

Russian cords on woven madras—light grounds—large assortment of colors—all sizes—our regular \$4.14  
Limit—Four.....**3.50**

#### Men's Spring Neckwear

New colorings—dark, medium and light silks and satins—stripes and figures and other designs—open ends—well made—our regular \$1.15  
Limit—Two.....**1.17**

#### Men's Nainsook Underwear

Well-known make—close woven, small checks—cleverly made—drawers to match—all sizes—our regular \$1.64  
Limit—3 Sets.....**.64**

#### Men's Felt Hats

Green, brown or black—fine wearing quality—all sizes—our regular \$3.25  
Limit—Three.....**2.25**

#### Men's Fine Caps

Serres in fine plain colors—tweeds in stripes and plaids—all sizes—our regular \$1.95  
Limit—Three.....**1.45**

#### Men's Black Belts

All leather—and fine suspenders—our regular \$1.47, \$1.74  
Limit—2 of Each.....**1.05**

#### Rompers

New Spring models—satin colors and colors with fancy stripes—open or closed knees—2 to 6 years—our regular \$1.48  
Limit—Four.....**1.08**

#### Boys' Blouses

Sizes 8 to 15 years—satin colors and colors—light and medium striped percale—collars attached or detached—styles—our regular \$1.43  
Limit—Four.....**1.10**

#### Boys' Trousers

New Spring mixtures in brown, navy, tan and heathers—well made—sizes to 16 years—our regular \$4.34  
Limit—Two.....**2.33**

#### Boys' Suits

Light, dark and medium—mixtures and chevrons—variety of plain or pleated back styles—many with extra trousers—9 to 18 years—our regular \$16.59  
Limit—Two.....**13.75**

#### Character Dolls

14 inches tall—costumed little girls and babies in various style dresses—well constructed, cork-stuffed bodies—our regular \$8.44  
Limit—Two.....**.68**

#### Children's Underwear

Medium weights—vests, high necks—long sleeves—medium necks—elbow sleeves—knee or ankle length drawers—according to size—ages 3 years to 14—our regular .67  
Increase of .06 on each size larger.....**.51**

#### Colored Silk Umbrellas

Ring or loop handles—our regular \$9.47  
Limit—Two.....**7.00**

#### Women's Chamois Gloves

Washable—5 button, gray; 12 button, white—contrasting embroidered backs—others—mosque—laine style—our regular \$2.00  
Limit—2 Pairs.....**1.65**

#### Misses' Thread Silk Hose

Excellent quality—heels, toes, heels and toes—black—all sizes—our regular \$1.27  
Limit—3 Pairs.....**.97**

#### Women's Silk Plated Hose

Black—excellent wearing qualities—all sizes—our regular \$1.09  
Limit—3 Pairs.....**.80**

#### Men's Silk Lisle Hose

Extra fine quality—black—all sizes—our regular \$1.09  
Limit—6 Pairs.....**.45**

#### Boudoir Caps

Pink or blue satin—with lace trimming—our regular \$1.47  
Limit—Two.....**1.09**

#### Girdle Cords

Heavy black silk—our regular \$1.44  
Limit—3 Yards.....**.34**

#### Novelty Pearl Buttons

Coat and suit sizes—our regular 10 to 18...  
Limit—6 Yards.....**7 1/2**

#### Black Silk Braids

1 1/2-inch wide—fine quality—for dress and suit trimming—our regular \$1.10  
Limit—10 Yards.....**.11**

#### Embroidery Edges

Quilting—white will suit most much more than our regular price (\$3.84)  
Limit—10 Yards.....**.15**

#### Flouncings

Shadow and Val lace—for dresses, petticoats, etc.—our regular .69...  
Limit—10 Yards.....**.55**

#### Ribbons

Moires and taffetas, 4 1/2 and 4 1/4 inches wide—with new spring coloring—for hair bows and other purposes—our regular \$2.52  
Limit—10 Yards.....**.38**

#### Georgette Crepes

Full line of colors—double widths—for blouses, dresses and tunics—our regular \$2.95...  
Limit—10 Yards.....**2.15**

#### Moire Silk Handbags

Black and navy blue—silver finish frame—with chain—our regular \$2.77...  
Limit—Two.....**2.00**

#### Cowhide Travel Bags

16-inch size—reinforced ends—Keritall lining—ring handles—our regular \$10.87...  
Limit—Two.....**7.95**

#### Pound Box of Stationery

Two-tone linen—white and colors—our regular \$2.10  
Limit—3 Boxes.....**.30**

#### Novelty Jewelry

Included are bar pins, cuff links and pearl necklaces—our regular \$3.8 to .68...  
Limit—Three.....**.38**

#### Butter Dishes

Silver plated tops and glass bottoms—our regular \$1.37...  
Limit—2 Sets.....**.78**

#### Steel Knives and Forks

Fine quality—coco-bola handles and capped ends—our regular \$3.25...  
Limit—2 Sets.....**2.17**

#### Women's Union Suits

Low necks—sleeves—loose or tight knees—regular and extra sizes—our regular 75 to \$36...  
Limit—3 Sets.....**.60**

### MORNING SPECIALS—Monday and Tuesday Until 1 P. M.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

#### \$1.27 Repscoats..... .95

Silk mixed, high lustre—large assortment of light and dark colors.  
SILKS—MAIN FLOOR

#### 40 ct. Seersucker Gingham..... .33

Splendid assortment—various colored stripes—suitable house-dresses, aprons and children's wear.  
WASH FABRICS—BASEMENT.

#### 87 ct. Silk Mixed Crepe de Chines..... .72

All desirable colors—for street and evening wear.  
WASH FABRICS—BASEMENT.

#### \$2.58 French Serge and Wool Taffetas 1.94

40 inches wide, all wool—fine twill—in tan, garnet, myrtle, navy and black.  
DRESS GOODS—MAIN FLOOR.

#### \$5.94 Young Men's Trousers.....5.00

Excellent wool Kerseys—in desirable stripes—sizes to 46 waist.  
YOUNG MEN'S CLOTHING—THIRD FLOOR.

#### \$10.50 Boys' Corduroy Suits.....8.75

Semi-Norfolk models—light brown and mouse gray—full lined trousers.  
BOYS' CLOTHING—THIRD FLOOR.

#### \$2.97 Crepe Kimonos.....2.38

In light blue, Copenhagen and rose—elastic belts—satin trimmed—sizes 36 to 44.  
HOUSEDRESSES—SECOND FLOOR.

#### 45 ct. Women's Hose..... .38

Black—9, 9 1/2, 10, 10 1/2—seconds of our regular .65 quality.  
HOSIERY—MAIN FLOOR.

#### \$2.24 Baby Boys' Dresses and Suits.....1.58

Middle and jacket effects in gingham and chambray—light and dark—sizes to four years.  
INFANTS' WEAR—SECOND FLOOR.

#### \$4.47 Floral Comfortables.....3.00

Cotton filled—full size.  
COMFORTABLES—BASEMENT.



### LOVELY DRESSES FOR THE EASTER PROMENADE

The trio sketched are new and very charming, but it would be unfair to the countless other dresses in our show cases not to mention that we have many more just as new and lovely, and just as moderately priced as these.

- A—One of the new slip-over dresses that are a favorite novelty among Spring styles. This is of lustrous black satin gleaming with a thousand iridescent beads, ornamenting skirt, sleeves and round neck line; our reg. \$59.75.....**49.75**
- B—Mignonette, one of the season's newest materials, fashions this artfully simple sports dress. The color is a rich Oriental blue brown with beautiful embroideries in self-tone silk. Our reg. \$64.75.....**57.50**
- C—An enchanting dress of Havana brown taffeta links itself to Oriental modes with lines of head and gold embroideries on Georgette in most varied exquisite tones of rose, blue and yellow. Our reg. \$119.00.....**97.50**

### EASTER HATS

#### Of a Thousand Enchantments

15.00—18.00—22.50

Hats of pagan beauty, hats demurely Victorian, hats like old paintings, and hats like nothing seen before this season offer the lure of a different loveliness and urge their claims with ancient and modern bewitchments to be your choice for Easter.

Our large collections are radiant with every new fashion-fancy of Oriental and Occidental inspiration. Hats for every occasion in dress and tailored styles, equal in beauty, lower in price than you will find in other stores.

There is a particularly good selection—**4.47 to 10.00**  
Chapeaux La Reine—Featuring exquisite copies of imported hats at Hearn's specialized prices.....**7.50 and 13.50**  
Girls' Hats—In simple shade hats or dress hats, elaborately trimmed with fine hand work.....**1.95 to 15.00**

### Easter Suits for Boys

Regular patrons of our Boys' Clothing Section take our moderate prices as a matter of course. They know that such values are the unfailing policy of this house, but customers who come here for the first time are amazed. "Why, there is not another store in the city that can offer such assortments and values," they exclaim.

#### Boys' Navy Blue Serge Suits

Special 19.50

These are splendid suits of fine and medium wale all-wool serge. The tailoring is the kind that makes for style and service. Models are full belted and lined with alpaca. Some have extra trousers. Sizes 8 to 17 years.

#### Boys' Spring Suits

Special 19.50

Our regular \$22.50  
The assortment at this price is so large that a boy can choose almost any kind of a suit he wishes—novelty checks, stripes, tweeds, heather mixtures and fancies. They are full belted and come in yoke and pleated styles. Majority have extra trousers. Sizes 8 to 18 years.

### New Smock Sweaters

OF FIBRE SILK

Special 25.94

The smock idea has been warmly welcomed in Sweaterdom, and extremely effective slip-over smock sweaters of fibre silk are now shown, with deep fringe bordering them and trimming the sleeves and sash girdle. They come in lovely shades of orchid, coral, sand and peacock. Another model in tuxedo style has tinsel weave revers, cuffs and pocket laps.

#### Fibre Silk Sleeveless Coatee

Novelty weave blue and stripes of blue and white, blue and gold, American Beauty and silver or gold and silver  
Special.....**11.48**

#### Pure Silk Sweaters

Tuxedo model—novelty weave—fringed plaited belt—elsewhere \$60.00—  
Special.....**40.68**

#### Wool Coatee

Novelty weave—shawl collar and long bell cuffs—there